



May 30, 2017

Rocket Fuel to Present at Upcoming Investor Conference

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Rocket Fuel Inc. (NASDAQ: FUEL), a predictive marketing platform, today announced that senior management will present to the investment community at the following investor conference:

Cowen and Company 45th Annual Technology, Media & Telecom Conference
Date: Wednesday, May 31, 2017
Time: 8:00am ET
Location: Lotte New York Palace, New York, NY

A webcast will be accessible on the investor relations section of the Rocket Fuel website (<http://investor.rocketfuel.com>). An archived replay of the webcast will be available following the live presentation.

About Rocket Fuel

Rocket Fuel is a predictive marketing software company that uses artificial intelligence to empower agencies and marketers to anticipate people's need for products and services.

Headquartered in Redwood City, Calif., Rocket Fuel has more than 20 offices worldwide and trades on the NASDAQ Global Select Market under the ticker symbol "FUEL." Rocket Fuel, the Rocket Fuel logo, Moment Scoring, Advertising That Learns and Marketing That Learns are trademarks or registered trademarks of Rocket Fuel Inc. in the United States and other countries. Rocket Fuel, the Rocket Fuel logo, Advertising That Learns and Marketing That Learns are trademarks or registered trademarks of Rocket Fuel Inc. in the United States and other countries.

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